

To: Davis, Jay[Davis.Jay@epa.gov]
From: Cox, Taylor
Sent: Fri 8/14/2015 7:22:44 PM
Subject: RE: KGM Twitter monitoring - afternoon update

Hashtag Analytics Since 10am

Note that a lot of tweets on the subject don't contain specific hashtags.

#animasriverspill

Estimated 509 total tweets

Between 192,000 – 384,000 accounts reached and 235,000 – 470,000 impressions

#animasriver

Estimated 383 total tweets

Between 240,000 – 479,000 accounts reached and 277,000 – 554,000 impressions

#goldkingmine

Estimated 185 total tweets

Between 12,000 – 38,000 accounts reached and 24,000 – 48,000 impressions

#EPAspill

Estimated 363 total tweets

Between 71,000 – 143,000 accounts reached and 82,000 – 164,000 impressions

Summary of Sentiment and Major Messages:

The mood on Twitter has improved a little from yesterday. It's not as harsh, but it is still pretty

negative. The amount of tweets has also greatly slowed down. The same complaints are still there: this happened on purpose, that we won't be held accountable or get fined like others would, and that we aren't being truthful about the improved quality of the water. Notable tweets are from **Rep. Ross**, and **Sen. Heinrich**.

Sample Tweets:

Dennis Ross @RepDennisRoss

Another Obama Admn cover up @jasoninthehouse #EPA serves no purpose & must answer for #EPAspill <http://www.cnn.com/2015/08/10/us/colorado-epa-mine-river-spill/index.html>

Martin Heinrich @MartinHeinrich

I will be introducing legislation to reform hardrock mining & fund cleanup of abandoned mines like #GoldKingMine <http://www.abqjournal.com/627847/politics/heinrich-to-introduce-mining-law-reform-legislation-in-wake-of-animas-spill.html>

Matthew Koehler @KoehlerMatthew

1872 #mining law is real culprit of #AnimasRiverSpill:
<http://www.cnn.com/2015/08/12/opinions/pagel-animas-river-pollution/> But industry opposes reform. #publiclands #MTPol #wildlife

fleecorn @LeeCornelison1

Anyway, glad it's a liberal river...a conservative river could never "heal itself"
#AnimasRiverSpill

AZ Water Association @AZWater_org

@EPA thanks for the updates on the #AnimasRiverSpill we'll update our social media with the news

Public Lands @OurPublicLands

New map shows 1,645 miles of streams impacted by mining in #CO. Wildlife and humans impacted too. <http://bit.ly/1HLELnE> #AnimasRiver

Gboru Markson @GboruM

EPA urges return to normalcy days after toxic Animas river spill: Nine days after 3m gallons... <http://goo.gl/fb/XtwdfF> <http://bit.ly/deltalinkscom>

Martin Heinrich @MartinHeinrich

Delivering water to Aztec residents impacted by the #GoldKingMine spill with @sjcfd Chief Craig Daugherty.

From: Davis, Jay

Sent: Friday, August 14, 2015 10:42 AM

To: Reynolds, Thomas; Purchia, Liz; Lee, Monica; StClair, Christie; Harrison, Melissa; Colaizzi, Jennifer C.; Orquina, Jessica; Hart, Daniel; Smith, Roxanne

Cc: Cox, Taylor

Subject: KGM Twitter monitoring - am update

Here's today's first report.

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Hashtag Analytics Since 3pm Yesterday:

Note that a lot of tweets on the subject don't contain specific hashtags.

#animasriverspill

Estimated 750 total tweets

Between 95,000 – 190,000 accounts reached and 115,000 – 230,000 impressions

#animasriver

Estimated 1,200 total tweets

Between 143,000 – 286,000 accounts reached and 170,000 – 340,000 impressions

#goldkingmine

Estimated 200 total tweets

Between 12,200 – 24,500 accounts reached and 19,000 – 38,000 impressions

#EPAspill

Estimated 1500 total tweets

Between 260,000 – 520,000 accounts reached and 370,000 – 739,000 impressions

Summary of Sentiment and Major Messages:

The mood on Twitter has improved a little from yesterday. It's not as harsh, but it is still pretty negative. The main complaints that are being tweeted include that this happened on purpose, that we won't be held accountable or get fined like others would, and that we aren't being truthful about the improved quality of the water.

Sample Tweets:

These are shared here to capture the general tone of the conversation.

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Utah Rivers Council @UtahRivers

@GovHerbert's order opens up the State Disaster Recovery Fund to aid in clean up of the #GoldKingMine

Drew Smithee @DrewSmithee

#AnimasRiver Spill sounds really similar to @DukeEnergy Dan River Spill. Wonder if the @EPA will fine the @EPA? Maybe a DOJ lawsuit?

DeannaHeinrich @DeannaHeinrich

Don't see any protesters or kayakers in Colorado picketing the #EPAspill????

Mike Kelly @mickell

#AnimasRiver flow dropping, the sludge on banks exposed and drying out. When it blows around - a health threat #EPA ? Analyses? When?

Kody Clemmons @kodyclemmons

Who fines the @EPA for the #EPAspill or do they just accept their own apology?

Larry Rucker @CaballoRuck

@EPA be honest. Tell the truth of long term effects #AnimasRiverSpill. #realsolutions #realresults

Brian Swanigan @BrianSwanigan

August is National Water Quality Month. Thank you EPA for helping out with a proper celebration in the Animas River valley. #AnimasRiver

FlossyGurl @Flossy_gurl

#EPAspill was a Criminal Act by EPA employees! Charges should b brought against everyone in charge! #AnimasRiverSpill

Jay L. Davis

Advisor for Digital Strategy and Engagement

U.S. Environmental Protection Agency

Davis.Jay@epa.gov

Desk: 202-564-0204

Cell: 202-748-3316